

## Company profiles

- Landscape's Fantasy. London  
Grove Nursery . . . . . Sept. 15:38  
Mastering the Art of Survival.  
Landmaster Inc. builds a  
diversified business . . . . . July 15:68  
The Windmill and the Maple Leaf.  
Humber Nurseries . . . . . Nov. 15:48

## News and think pieces

- According to Just Cause. Understanding  
just cause . . . . . Sept. 15:58  
The Changing of the Guard.  
Replacing today's horticultural professors  
in the future . . . . . Sept. 1:77  
A Checklist to Help You Survive a Tight  
Market. Business steps for a  
tightening economy . . . . . Dec. 1:33  
Decline. Current problems that are killing  
North American trees . . . . . Oct. 15:31  
Foreign Markets. Selling nursery  
stock abroad . . . . . Oct. 15:52  
In Search Of Big Trees. America's largest  
living landmarks . . . . . July 1:28  
In Search of . . . Super Plants.  
The Center for Development of  
Hardy Landscape Plants . . . Aug. 15:47  
Legal Maneuvers. Legal ramifications of  
greenhouse construction . . . Nov. 1:44  
Making an Impact. Working with govern-  
ment agencies . . . . . Oct. 15:75  
1989 Wages. Last year's wages  
and salaries . . . . . July 15:48  
On the Table: Professionalism.  
The need for upgrading the  
trade's professional image . . . Nov. 15:41  
PAC Mania. Political action  
committees . . . . . Oct. 1:35  
A Rose By Any Other Name . . . Would  
Spell Chaos. The need for universal  
plant names . . . . . Aug. 1:43  
The Wave of the Future. Developments  
in the lawn and garden  
market . . . . . Oct. 15:103

## Management

- Flexibility Brings Rewards.  
Flextime . . . . . Dec. 1:71  
Keeping Your Crew.  
Employee incentives . . . . . Oct. 1:51  
Masters for Hire. California's Master  
Gardener program . . . . . Oct. 15:85  
Pension Plans. Prepackaged  
pension plans . . . . . Nov. 1:41  
Retail Strategies:  
• Beating the Loan Odds. Securing  
bank loans . . . . . Nov. 1:87  
• Control Your Cash. A guide to  
cash management . . . . . July 1:48  
• Developing Your Sales Staff.  
An employee-develop-  
ment program . . . . . Aug. 1:48  
• Repaying Your Loans. How to avoid late  
loan repayments . . . . . Sept. 1:87  
Safe Guards. Choosing the right security  
guard provider . . . . . Nov. 15:83  
Safety is No Accident. Developing a  
safety program . . . . . Dec. 15:119  
Sales Quotas. Helping your salespeople meet  
their sales quotas . . . . . July 1:61  
Satellite Lift-Off. A Southern nursery opens  
a retail nursery satellite . . . . . Sept. 15:68  
To Buy or Not To Buy. How to

# Index to Contents Volume 172

July 1 to Dec. 15, 1990

- finance equipment . . . . . Dec. 15:70  
A Top-Notch Performance (Evaluation).  
Involving employees in the  
evaluation process . . . . . July 15:59

## Marketing

- Ad-Vantages:  
• Jingles Sell. Using advertising  
jingles . . . . . July 15:85  
Plant Merchandising. Finding,  
producing and selling mass-  
market plants . . . . . Nov. 1:52  
Retail Strategies:  
• Taming the Advertising Beast.  
How to control your adver-  
tising program . . . . . Dec. 1:65  
Survival in the '90s. Is your marketing  
on-track for the decade? . . . . . Oct. 1:77  
Your Marketing Plan. Charting retail  
strategies and tactics . . . . . Nov. 1:78

## Computers

- Computerized Theft. Detering computer-  
aided embezzlement . . . . . Dec. 15:99  
Connecticut's Don Quixote. Installing  
a wholesale and retail  
computer system . . . . . Dec. 15:82  
Have CAD, Will Travel. A mobile  
computer unit . . . . . Dec. 15:107  
When Disaster Strikes. Insuring  
your computer and data . . . . . Dec. 15:105

## New and recommended plants

- Aromatic Color. Woody  
ornamentals . . . . . Sept. 15:31  
Asiatic Lilies. Growing and marketing  
these blooms . . . . . Sept. 1:45  
Exploring the Native Range. Part I: Tall  
native shrubs and trees . . . . . Nov. 15:28  
In Hosta Heaven.  
A guide to Hosta . . . . . Oct. 1:44  
Mesicape. Water-conserving landscapes  
for New England and  
the Northeast . . . . . Aug. 15:29  
Mid-Sized Models. Part II: Medium-  
sized shrubs . . . . . Dec. 1:42  
The 1991 All-America  
Selections . . . . . Aug. 1:51  
Sturdy as an Oak. Natural and selected  
oak hybrids . . . . . July 15:33

## Pest control

- Alkalinity and Pesticides. High pH  
levels in water can reduce  
chemicals' effectiveness . . . . . Aug. 1:40  
Biological Clocks. Using plant phenology to  
predict insect activity . . . . . Oct. 15:56  
The Boon of Biocontrol. Biological agents  
for pest control . . . . . Nov. 1:68  
Chemical Briefing. Useful chemicals for  
modern nurseries . . . . . Aug. 15:62  
The Eternal Quest. Searching for solutions  
to pest problems . . . . . Oct. 15:64  
It's a Tough Life. Infections that strike  
Midwestern woodies . . . . . July 1:53  
Parasitic Pals. Using insect parasitic  
nematodes . . . . . Nov. 15:65  
Piñon Pine Pests. Pests and control  
solutions . . . . . July 1:42

## Growing

(Also see company profiles)

- Born of Necessity. Nurserymen share  
solutions to problems . . . . . Dec. 15:46  
Getting the Hang of Basket Production.  
Producing hanging baskets for  
seasonal color . . . . . Nov. 1:33  
Propagation Tips for Blue Spruce. Methods  
for grafting blue spruce . . . . . July 15:86  
Turning Copper Into Gold. The Ohio Plant  
Production System . . . . . Aug. 15:114

## Landscaping

(Also see company profiles)

- High Stakes. Proper tree stabilization  
techniques . . . . . Sept. 15:90  
In-Sights on On-Site Tree Preservation.  
Preserving trees on construc-  
tion sites . . . . . Aug. 15:93  
Mulch. Uses and benefits . . . . . Aug. 15:132  
Shigo on Trees:  
• Putting Theory into Practice. Alex  
Shigo's "New Tree Biology" . . . . . July 1:36  
Superior Sites:  
• The Best of Both Worlds. A regal  
country estate on a  
suburban lot . . . . . Nov. 15:73  
• Carrying on the Tradition. A consistent  
and classy landscape . . . . . Dec. 1:37  
• A Natural Beauty. A hillside  
landscape . . . . . Oct. 1:24  
• Nautical Nirvana. A seafarer's  
way of life . . . . . Aug. 1:61  
• Something New & Something Old.  
Transforming a neglected  
landscape . . . . . Sept. 1:70

## Landscape design

- Have CAD, Will Travel. A mobile  
computer unit . . . . . Dec. 15:107  
Superior Sites:  
• The Best of Both Worlds. A regal  
country estate on a  
suburban lot . . . . . Nov. 15:73  
• Carrying on the Tradition. A consistent  
and classy landscape . . . . . Dec. 1:37  
• A Natural Beauty. A hillside  
landscape . . . . . Oct. 1:24  
• Nautical Nirvana. A seafarer's  
way of life . . . . . Aug. 1:61  
• Something New & Something Old.  
Transforming a neglected  
landscape . . . . . Sept. 1:70

**BIG BIG SAVINGS!!**

## KATZ SUPERIOR WIRE BASKETS

Order NOW for Spring Delivery and SAVE Guarantee today's LOW LOW Prices for BIG BIG Savings — ACT NOW!!!

- KATZ Superior Wire Baskets are:
- The extra strength baskets
  - 2-wire construction • Continuous bottom
  - Manufactured/designed to fit all size balls & machines

**BUY NOW AND SAVE**

- Burlap • Twine • Nails • Bamboo • Liners • Tree Guards • Tools
- Containers • Ball Carts • Sprayers • Shade Cloth • And Much More!!!!

• Call Toll Free 800-331-2445 • 24-Hour Fax 314-421-5324 •

**GREAT WESTERN**

A world of savings



**Great Western Bag Company**  
NOW in Kansas City too!

Great Western Bag Co. • 1416-18 N. Broadway • St. Louis, MO 63102 • 314-421-0498 • 800-331-2445

Great Western Bag Co. • 1325 Howard Dr. • West Chicago, IL 60185 • 708-231-4205 • 800-462-6707

Great Western Bag Co. • 4500 East 119th Street • Kansas City, MO 64137 • 816-765-1277 • 800-932-5907

Southwestern Nursery Supply Co. • Route 10 • Box 206B • McMinnville, TN 37110 • 615-668-3320 • 800-762-9749

Circle Reader Service No. 198

## Retailing

(Also see company profiles)

### Retail Strategies:

- Beating the Loan Odds. Securing bank loans . . . . . Nov. 1:87
- Control Your Cash. A guide to cash management . . . . . July 1:48
- Developing Your Sales Staff. An employee-development program . . . . . Aug. 1:48
- Repaying Your Loans. How to avoid late loan repayments . . . . . Sept. 1:87
- Taming the Advertising Beast. How to control your advertising program . . . . . Dec. 1:65

## International

- An English Garden. One of England's hidden treasures . . . . . Dec. 1:27
- Fit For Royalty. Gardens in England, Ireland and Wales . . . . . Oct. 1:56
- Gardens of Delight. A tour through Central Europe and the Balkan states . . . . . Aug. 1:24

## Miscellaneous

- The Birth of a New Machine. How Vermeer develops equipment . . . . . Dec. 15:57
- Common Ground. Landscape architects and landscape contractors working together . . . . . Sept. 1:54
- The Container Culture. Container gardening . . . . . Oct. 15:47
- Fantastic Voyage. AmeriFlora '92 . . . . . Sept. 1:29
- Fertilizer Basics. Part I . . . . . Dec. 1:55
- Landscape and Nursery Safety Guide. Safety rules for tools, equipment and pesticides . . . . . Dec. 15:123
- Making Magic. A landscape association produces a video . . . . . Oct. 15:93
- p(lant) H(ealth): A Vital Link. A pH primer . . . . . Aug. 15:76
- Off To A Good Start. An equipment roundup for nurserymen . . . . . Dec. 15:76
- Spreading Profits or Problems? Compost . . . . . Sept. 15:54
- A Tragic Reminder. A nurseryman dies while cleaning his hydroseeder . . . . . Dec. 15:129
- Up and Running. The benefits of preventive maintenance . . . . . Dec. 15:133
- Wire Baskets: A Further Look. The wire-basket controversy . . . . . Aug. 15:128

## Departments

### Associations:

- July 1:25, July 15:27, Aug. 15:25, Sept. 15:25, Oct. 15:25, Nov. 15:25, Dec. 15:37.

### Coming Events:

- July 1:73, July 15:99, Aug. 1:73, Aug. 15:149, Sept. 1:105, Sept. 15:103, Oct. 1:89, Oct. 15:127, Nov. 1:105, Nov. 15:99, Dec. 1:91, Dec. 15:145.

### Editor's Page:

- July 1:5, July 15:5, Aug. 1:5, Aug. 15:5, Sept. 1:5, Sept. 15:5, Oct. 1:5, Oct. 15:5, Nov. 1:5, Nov. 15:5, Dec. 1:5, Dec. 15:5.

**BAIER LUSTGARTEN FARMS & NURSERIES**  
**ROUTE 25**

**MIDDLE ISLAND, L.I., N.Y. 11953**  
**(516) 924-3444**

**PLANT-A-JEWEL**

**By your office, display yard, or nursery.**



Sargent Weeping Hemlock over 40 years old. These plants are the true Dwarf Sargent strain. They were transplanted 4 to 5 years ago. They are for sale now at our Long Island and New Jersey nurseries. They range in size from 8' to 18' across.



**Call or Fax us with your want list  
for Spring planting.**

**BAIER LUSTGARTEN FARMS & NURSERIES**

**Jericho Turnpike (Route 25) Middle Island / Long Island, New York 11953 / (516) 924-3444**

**Fax #'s: NY 516-924-2211 • NJ 609-758-0550**

**WRITE FOR CATALOGUE**

**NURSERIES (Container Sea Shore Plants) Shelter Island, Long Island, New York 11964 / (516) 749-0490 BAIER LUSTGARTEN (305) 592-1800  
SHELTER ISLAND FARMS & NURSERIES Holmes Road-Route 539 / Cream Ridge, New Jersey 08514 / (609) 758-7600**

# CONTAINERIZED FRUIT TREES FROM STARK BRO'S

The world's leading fruit tree nursery  
now brings you premium cultivars  
in 5-gallon containers.

Choose from these  
consumer-pleasing  
favorites!

## APPLES

Stark® Royal Gala  
Stark® Jumbo™ Jon  
Starkrimson® Red Delicious  
Starkspur® Golden Delicious  
Stark® Summer Treat™

## PEACHES

Stark® Encore™  
Burbank™ July Elberta

## CHERRIES

Starkspur® Montmorency  
North Star

## PLUM/PRUNE

Ozark Premier  
Stanley

## ORNAMENTAL TREES

Snowdrift Crab  
Manchurian Crab  
Radiant Crab  
Aristocrat Pear  
Kwanzan Cherry  
Weeping Willow  
Globe Locust

\* on Containerized trees  
sold at winter trade shows



Stark Trees Bear Fruit. Since 1816.

Highway 54 West  
Louisiana, MO 63353  
Call Toll-free  
1-800-325-0611  
In Missouri, call  
1-314-754-5511



## Industry Watch:

July 1:13, July 15:13, Aug. 1:11, Aug. 15:11,  
Sept. 1:13, Sept. 15:9, Oct. 1:15, Oct. 15:9,  
Nov. 1:19, Nov. 15:11, Dec. 1:13, Dec. 15:19.

## Letters:

July 1:7, July 15:7, Sept. 1:7, Oct. 1:7, Nov.  
1:7, Dec. 1:7, Dec. 15:7.

## Market Ability:

Sept. 1:93, Oct. 15:113, Nov. 1:91, Dec.  
1:75.

## New Products:

July 1:69, July 15:95, Aug. 1:71, Aug.  
15:147, Sept. 1:101, Sept. 15:99, Oct. 1:87, Oct.  
15:121, Nov. 1:101, Nov. 15:93, Dec. 1:87, Dec.  
15:141.

## Pest Control Forum:

July 15:91, Aug. 15:145, Sept. 15:95, Oct.  
15:117, Nov. 15:89, Dec. 15:139.

## Research Report:

July 1:65, Aug. 1:69, Sept. 1:95, Oct. 1:83,  
Nov. 1:93, Nov. 15:7, Dec. 1:77.

## Re:Sources:

July 1:11, July 15:11, Aug. 1:7, Aug. 15:7,  
Sept. 1:9, Sept. 15:7, Oct. 1:11, Oct. 15:7, Nov.  
1:11, Nov. 15:7, Dec. 1:11, Dec. 15:11.

## Field Notes

*Asarum europaeum* . . . . . Oct. 15:166  
*Caragana frutex* . . . . . Nov. 15:138  
*Cornus florida* var. *pringlei* . . . . . Sept. 15:142  
*Eucommia ulmoides* . . . . . Nov. 1:142  
*Fallugia paradoxa* . . . . . Oct. 1:126  
*Mahonia repens* . . . . . Aug. 1:106  
*Metasequoia glyptostroboides* . . . . . Dec. 15:218  
*Polygonum cuspidatum*  
var. *compactum* . . . . . July 15:142  
*Prunus maackii* . . . . . Sept. 1:138  
*Stylophorum disphyllum* . . . . . Dec. 1:134  
*Styrax obassia* . . . . . Aug. 15:182  
*Zinnia grandiflora* . . . . . July 1:110

## Authors

### Arkin, Joseph

Computerized Theft. Detering computer-  
aided embezzlement . . . . . Dec. 15:99  
Flexibility Brings Rewards.

Flexitime . . . . . Dec. 1:71  
Keeping Your Crew.

Employee incentives . . . . . Oct. 1:51

Sales Quotas. Helping your salespeople  
meet their sales quotas . . . . . July 1:61

### Ball, Dr. John

In-Sights on On-Site Tree Preservation.

Preserving trees on construc-  
tion sites . . . . . Aug. 15:93

### Beeson, Richard C. Jr., and

### William M. Proebsting

Propagation Tips for Blue Spruce.

Methods for grafting  
blue spruce . . . . . July 15:86

### Berkman, Sheldon

To Buy or Not To Buy. How to  
finance equipment . . . . . Dec. 15:70

### Block, Lori

The Changing of the Guard.

Replacing today's horticultural profes-  
sors in the future . . . . . Sept. 1:77

Circle Reader Service No. 200





# AUCTION

By: REIMOLD BROTHERS

TOLL FREE USA 1-800-772-7653 PA 1-800-752-7653

WHERE—YOUR NURSERY U.S.A.

WHEN—PLAN NOW FOR THE RIGHT TIME

## **\*\*NOW BOOKING SPRING & FALL AUCTIONS FOR 1991\*\***

EARLY PLANNING ENABLES US TO SCHEDULE AUCTIONS IN SIMILAR AREAS FOR THE CONVENIENCE OF THE BUYERS & GREATER PROFITS FOR THE SELLER.

IF YOU ARE PLANNING AN AUCTION FOR THE NEAR FUTURE, CALL NOW FOR FREE CONSULTATION AND KNOWLEDGEABLE PLANNING.

MARKET EVALUATIONS & APPRAISALS ON NURSERY INVENTORY, MACHINERY, REAL ESTATE, ETC.

WE ARE ABREAST OF THE CURRENT MARKET. 4 GENERATIONS OF AUCTIONEERS

**EXCLUSIVE . . . REIMOLD BROTHERS AUCTION AND MARKETING SERVICE, SINCE 1914. 100% COMPUTERIZED CLERKING AND BILLING EXCLUSIVE COMPUTERIZED MAILING LIST WITH CUSTOMERS COAST TO COAST AND CANADA. FOR COMPLETE EXPOSURE. OFFICE BALANCE ONE HOUR AFTER AUCTION: READOUT REPORTS AT ALL TIMES. BOOK YOUR AUCTION NOW FOR PRIME DATE.**



**CALL NOW TOLL FREE & GET ON THE MAILING LIST. WE ARE NOT ALWAYS ABLE TO MAKE THE AMERICAN NURSERYMAN DEADLINE. IF YOU ARE NOT ON OUR MAILING LIST YOU MAY MISS AN IMPORTANT AUCTION.**

**MEMBER OF PENNA. NURSERYMAN ASSOCIATION, NATIONAL AUCTIONEERS ASSOCIATION, PENNA. AUCTIONEER ASSOCIATION, PENNA. BOARD OF AUCTIONEER EXAMINERS, AND PENNA. AUCTIONEER OF THE YEAR.**

**REIMOLD BROTHERS AUCTION & MARKETING SERVICE  
TRANSFER, PA 16154**

**TOLL FREE: PA 1-800-752-7653 OR USA & OHIO 1-800-772-7653**

**LOCAL CALL: 412-646-1771 \* BOB REIMOLD AUCTIONEER**

**FAX: 412-646-1766 LIC #AU-000753-L**

# BENCHMASTER

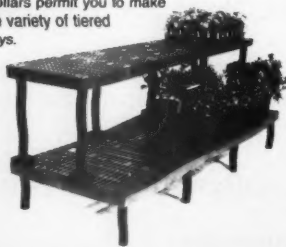
Heavy-Duty Plastic  
Legs and Bench Systems

**STRUCTURAL PLASTIC BENCH & LEG  
SYSTEMS SET UP FAST & EASY...  
TO HANDLE YOUR HEAVIEST LOADS.  
ALWAYS GIVING YOU THAT  
PROFESSIONAL LOOK.**

**SINGLE BENCH  
ARRANGEMENTS**  
Just plug in legs  
and set-up.



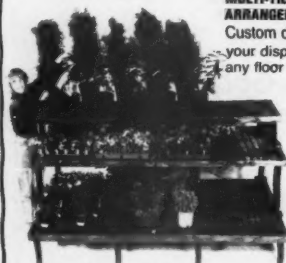
**TIERED ARRANGEMENTS**  
Leg collars permit you to make  
a wide variety of tiered  
displays.



**TIERED BLOCK ARRANGEMENTS**  
Blocklock™ feature lets you  
make multilevel displays  
on blocks.



**MULTI-TIER  
ARRANGEMENTS**  
Custom design  
your displays to fit  
any floor plan.



**SPC STRUCTURAL PLASTICS**  
Corporation

2750 Lippincott Blvd. • Flint, MI 48507  
(313) 743-2800

**1-800-523-6899**

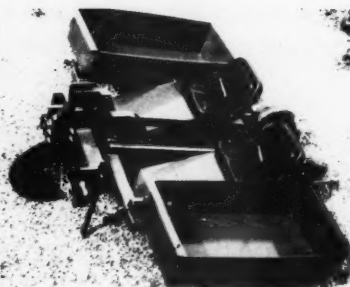
Distributor Inquiries Welcome

The Eternal Quest. Searching for solutions  
to pest problems . . . . . Oct. 15:64  
In Search Of Big Trees. America's largest  
living landmarks . . . . . July 1:28  
PAC Mania. Political action  
committees . . . . . Oct. 1:35  
Borland, Jim  
Mulch. Uses and benefits . . . Aug. 15:132  
Brush, F. Raymond  
The Boon of Biocontrol. Biological agents  
for pest control . . . . . Nov. 1:68  
Cranshaw, Dr. Whitney S.  
Piñon Pine Pests. Pests and control  
solutions . . . . . July 1:42  
Cranshaw, Dr. Whitney, and Rick J. Zimmer-  
man  
Parasitic Pals. Using insect parasitic  
nematodes . . . . . Nov. 15:65  
Cress, Forrest D.  
Masters for Hire. California's Master  
Gardener program . . . . . Oct. 15:85  
Dickson, Wayne H.  
The Wave of the Future. Developments  
in the lawn and garden  
market . . . . . Oct. 15:103  
Finley, Kevin  
Shigo on Trees:  
Putting Theory into Practice. Alex  
Shigo's "New Tree Biology" . . July 1:36  
Funk, Dr. Roger  
Fertilizer Basics. Part I . . . . . Dec. 1:55  
Geneve, Robert L.  
A Rose By Any Other Name . . .  
Would Spell Chaos. The need for  
universal plant names . . . . Aug. 1:43  
Gibson, John D.  
Aromatic Color. Woody  
ornamentals . . . . . Sept. 15:31

Gilliam, Ken and Walter Bailey  
Landscape and Nursery Safety Guide.  
Safety rules for tools, equipment  
and pesticides . . . . . Dec. 15:123  
Safety is No Accident. Developing a  
safety program . . . . . Dec. 15:119  
Gray, E. Payne  
A Checklist to Help You Survive a Tight  
Market. Business steps for a  
tightening economy . . . . . Dec. 1:33  
Hall, Dr. Charles R.  
Your Marketing Plan. . . . . Nov. 1:78  
Harnett, Charles  
Legal Maneuvers. Legal ramifications of  
greenhouse construction . . . Nov. 1:44  
Hermes, Daniel A.  
Biological Clocks. Using plant phenology  
to predict insect activity . . . Oct. 15:56  
Higginbotham, Julie S.  
The Birth of a New Machine. How Ver-  
meer develops equipment . . Dec. 15:57  
Common Ground. Landscape architects  
and landscape contractors  
working together . . . . . Sept. 1:54  
Decline. Current problems that are killing  
North American trees . . . . Oct. 15:31  
Fantastic Voyage.  
AmeriFlora '92 . . . . . Sept. 1:29  
Have CAD, Will Travel. A mobile  
computer unit . . . . . Dec. 15:107  
Landscape's Fantasy. London  
Grove Nursery . . . . . Sept. 15:38  
Mastering the Art of Survival.  
Landscape Inc. builds a  
diversified business . . . . . July 15:68  
The Windmill and the Maple Leaf.  
Humber Nurseries . . . . . Nov. 15:48  
Hitchner, Mary and Ben

## Tree Plant Design, Inc.

**"Transplanters Are Our Specialty"**



—Exceedingly  
Heavy Duty

—For Any Soil Type

—Shoe Sizes  
3" to 24"  
Wide

—3 Models Available


**RD. 1, Box 104**

**New Ringgold, PA 17960**

**Phone: 717-386-3515 or 717-386-5998**

Circle Reader Service No. 202

Circle Reader Service No. 203



## How the first Van Veen Rhododendron grew so much taller than Ted Van Veen.

### A true story.

Ted wasn't twelve years old when that first shipment of 'Pink Pearl' arrived. It came by boat to Portland, Oregon, and a small nursery owned by Theodore Van Veen.

Young Ted helped his Dutch-born father unpack the wooden crates and plant the newly budded rhododendron stock.

*And the  
Pink Pearl  
began to  
grow.*

Ted senior was a forward thinker. In the early 1930's, he pioneered the heated propagation bed, engineered a misting device using oil-burner nozzles, and hybridized the first truly yellow rhododendron—'Evening Glow'.

*The Pink Pearl grew  
and grew.*

Ted junior expanded the nursery to nearby land in Oregon's fertile Willamette Valley. He had inherited his father's propensity for perfection. Van Veen rhododendrons were field grown, meticulously cared for by hand, and shipped disease free—each with a proud promise of luxuriant thick foliage and uniform beauty.

*Still, the Pink Pearl grew.*

Van Veen Nursery became the country's largest exclusive wholesaler of rhododendrons, with the most extensive catalog anywhere. Every year, over a thousand different hybrids bloom in the original gardens.

And today, Ted Van Veen is considered America's leading rhododendron authority—while the Pink Pearl stands nearly twenty-five feet tall.

*Two  
Van Veen's  
couldn't have  
grown up  
together  
any other way.*

ONLY AT  
**Van Veen** Nursery  
Since 1925

P.O. Box 86424,  
Portland, Oregon  
97286-0424

Circle Reader Service No. 204

## Moving?

Please give us at least six weeks notice to change your mailing address. For your convenience you can notify us either of two ways...

**In writing:** Print the requested new address information on this form and attach to it a mailing label from a recent issue. Mail them together to: American Nurseryman, Attn: Subscription Dept., 111 N. Canal St., Suite 545, Chicago, IL 60606-7276.

**By Phone:** Please have a copy of the mailing label from a recent issue and your new address in front of you before calling. Then dial 1-800-621-5727 during normal business hours and ask for our Subscription Dept. From within Illinois, dial 1-312-782-5505.

Effective (date) \_\_\_\_\_, my new address will be as follows:

(Print YOUR name)

(Print COMPANY name)

(Print NEW address)

(Print NEW city)

(Print NEW state and NEW zip code)

(Print NEW area code and phone number if available)

- A Tragic Reminder. A nurseryman dies while cleaning his hydroseeder . . . . . Dec. 15:129
- Hodapp, John  
When Disaster Strikes. Insuring your computer and data . . Dec. 15:105
- Jones, Sam and Carleen  
In Hosta Heaven.  
A guide to Hosta . . . . . Oct. 1:44
- Kinen, Norbert  
Foreign Markets. Selling nursery stock abroad . . . . . Oct. 15:52
- Knoche, Linda  
High Stakes. Proper tree stabilization techniques . . . . . Sept. 15:90
- Lawton, Barbara P.  
p(lant) H(ealth): A Vital Link.  
A pH primer . . . . . Aug. 15:76
- Licht, Dr. Jeff Louis  
Mesicape. Water-conserving landscapes for New England and the Northeast . . . . . Aug. 15:29
- Lumis, Dr. Glen P.  
Wire Baskets: A Further Look. The wire-basket controversy . . . . . Aug. 15:128
- Marotta, Justin  
Getting the Hang of Basket Production. Producing hanging baskets for seasonal color . . . . . Nov. 1:33
- Newlin, Larry  
Satellite Lift-Off. A Southern nursery opens a retail nursery satellite . . . . . Sept. 15:68
- Outcalt, Richard F.  
Retail Strategies:  
• Beating the Loan Odds. Securing bank loans . . . . . Nov. 1:87
- Control Your Cash. A guide to cash management . . . . . July 1:48
- Developing Your Sales Staff.  
An employee-development program . . . . . Aug. 1:48
- Repaying Your Loans. How to avoid late loan repayments . . . . . Sept. 1:87
- Taming the Advertising Beast.  
How to control your advertising program . . . . . Dec. 1:65
- Palys, Beth W.  
Making Magic. A landscape association produces a video . . . . . Oct. 15:93
- Pellet, Dr. Harold  
In Search of . . . Super Plants.  
The Center for Development of Hardy Landscape Plants . . Aug. 15:47
- Perry, Phillip M.  
Pension Plans. Prepackaged pension plans . . . . . Nov. 1:41
- Safe Guards. Choosing the right security guard provider . . . . . Nov. 15:83
- Petree, Jack  
Ad-Vantages:  
• Jingles Sell. Using advertising jingles . . . . . July 15:85
- Spreading Profits or Problems?  
Compost . . . . . Sept. 15:54
- Pinnell, Mildred M.  
The Container Culture. Container gardening . . . . . Oct. 15:47
- Raulston, Dr. J.C.  
Fit For Royalty. Gardens in England, Ireland and Wales . . . . . Oct. 1:56
- Gardens of Delight. A tour through Central Europe and the Balkan states . . . . . Aug. 1:24

## SUPERIOR QUALITY LARGE ORNAMENTAL TREES VARIETIES AVAILABLE

Colorado Spruce (blue or green)	Austrian Pine	Scotch Pine	Blue Atlas Cedar
Pyramidal Arborvitae	Mugho Pine	Deciduous Trees	Many more

### WE SPECIALIZE IN LARGE TREES

6-16 ft. Evergreen Trees

2½-6 in. caliper Shade Trees

  
**GLTTREES, INC.**

P.O. Box 791, Wilsonville, Oregon 97070  
(503) 682-3092 (800) 448-8733 FAX 682-2757

Circle Reader Service No. 205



# Does your growing media play hard to wet?



**U**nless you're already using AQUAGRO® soil wetting agents you know what we're talking about. Water and most growing mixes don't get along. Getting thorough wetting of mixes takes valuable time away from other important things you and your crew need to do.

If you use AQUAGRO it doesn't have to be that way! AQUAGRO lets water wet and rewet every time you water. And that's only one of its benefits to you.

AQUAGRO also:

- Reduces watering time and costs significantly because water is rapidly and uniformly distributed throughout the rootzone and available to plants.
- Helps you grow healthier plants by keeping water moving for improved aeration, which reduces the incidence of root diseases.
- Saves you money by increasing fertilizer and pesticide effectiveness because chemicals are distributed uniformly in the rootzone.

## The Water Management Tool

Two formulations of AQUAGRO, Granular and Liquid, give you flexibility that fits the way you grow. You can incorporate AQUAGRO G or AQUAGRO L when you make your own mix. Use AQUAGRO L as a drench any time, or inject it through your irrigation system.

There's no other wetting agent with AQUAGRO's reputation—built on 35 years of experience—for effectiveness and safety for all types of plants. Don't just take our word for it. You can count on one hand, the number of mix manufacturers who don't include AQUAGRO in their mix.

## The AQUAGRO Difference is Quality

Whether you buy a prepared mix containing a wetting agent, or already use AQUAGRO in your mix, AQUAGRO doesn't last forever. In order to maintain all the wetting agent benefits, it's best to reapply AQUAGRO L periodically. By continuing your AQUAGRO injection program right up to shipping time, or drenching plants prior to shipping, you can be sure that your plants will arrive in good condition and be easier to care for in the stressful retail environment.

*If you're not using AQUAGRO, your growing mix probably doesn't wet and drain the way it should.*

Ask your distributor about AQUAGRO or call us. 1-800-257-7797, in N.J. (609) 665-1130.

## **AQUATROLS**

*The Water Management People*

1432 Union Ave., Pennsauken, NJ 08110 FAX: (609) 665-0875

Circle Reader Service No. 206

## Schutt's tree diggers make moving nursery stock a snap.



Now you can buy tree diggers at prices that leave the profit in the landscape and nursery business. Tough ½-in. steel cutting blades eliminate maintenance too! Models available from 16 to 60-in. ball sizes to fit your loader, backhoe, or 3-point tractor hitch. Write for prices now!

### SCHUTT'S EQUIPMENT CO.

P.O. Box 412  
Birmingham, MI 48012  
313/642-6555

Circle Reader Service No. 207

- Plant Merchandising. Finding, producing and selling mass-market plants . . . . . Nov. 1:52  
Sabuco, Dr. John J.  
Exploring the Native Range. Part I: Tall native shrubs and trees . . . Nov. 15:28  
Mid-Sized Models. Part II: Medium-sized shrubs . . . . . Dec. 1:42  
Schafer, Romy  
Born of Necessity. Nurserymen share solutions to problems . . . Dec. 15:46  
The 1991 All-America Selections . . . . . Aug. 1:51  
Sparks, Beverly  
Alkalinity and Pesticides. High pH levels in water can reduce chemicals' effectiveness . . . Aug. 1:40  
Smith, Dr. Ronald C.  
Survival in the '90s. Is your marketing on-track for the decade? . . . Oct. 1:77  
Smith, Dr. Ronald C., and Cynthia L. Ash  
It's a Tough Life. Infections that strike Midwestern woodies . . . . . July 1:53  
Smith, Sarah L.  
According to Just Cause. Understanding just cause . . . . . Sept. 15:58  
Chemical Briefing. Useful chemicals for modern nurseries . . . . . Aug. 15:62  
Making an Impact. Working with government agencies . . . . . Oct. 15:75  
Off To A Good Start. An equipment roundup for nurserymen . . Dec. 15:76  
Superior Sites:  
• The Best of Both Worlds. A regal country estate on a suburban lot . . . Nov. 15:73



## LOST IN THE UPC JUNGLE?

Economy Label Sales Co. specializes in printing UPC bar coded labels. We are familiar with all UPC requirements and prepared to assist you with your bar coding program.

**CALL US TODAY - WE'RE READY TO HELP**



ECONOMY LABEL SALES CO.  
P.O. Box 350  
Daytona Beach, FL 32115

**Toll Free 800-874-4465**  
**Fax 904-238-1410**

Circle Reader Service No. 208

- Carrying on the Tradition. A consistent and classy landscape . . . . . Dec. 1:37
- A Natural Beauty. A hillside landscape . . . . . Oct. 1:24
- Nautical Nirvana. A seafarer's way of life . . . . . Aug. 1:61
- Something New & Something Old. Transforming a neglected landscape . . . . . Sept. 1:70
- A Top-Notch Performance (Evaluation). Involving employees in the evaluation process . . . . . July 15:59
- Sternberg, Guy
  - Sturdy as an Oak. Natural and selected oak hybrids . . . . . July 15:33
- Struve, Dr. Daniel K., and Dr. Tim Rhodus
  - Turning Copper Into Gold. The Ohio Plant Production System . . . . . Aug. 15:114
- Synnestvedt, Donald O.
  - Up and Running. The benefits of preventive maintenance . . . . . Dec. 15:133
- Urbano, Cynthia Champney
  - Connecticut's Don Quixote. Installing a wholesale and retail computer system . . . . . Dec. 15:82
- An English Garden. One of England's hidden treasures . . . . . Dec. 1:27
- 1989 Wages. Last year's wages and salaries . . . . . July 15:48
- On the Table: Professionalism. The need for upgrading the trade's professional image . . Nov. 15:41
- Wadekamper, Julius
  - Asiatic Lilies. Growing and marketing these blooms . . . . . Sept. 1:45

# PERENNIALS

**We offer such a variety we can barely contain ourselves.**



Sawyer Nursery is proud to stock an impressive variety of perennials. The reason why we can barely contain ourselves is that we've decided to expand the selection of bare root varieties to over 200.

Container grown perennials, herbs or ground cover are available in pint, quart or gallon sizes.

FAX or phone today for a complete price list.

Phone: (616) 669-9094  
FAX: (616) 669-9310

5401 Port Sheldon Rd.  
Hudsonville, MI 49426



**SAWYER  
NURSERY**

QUALITY GROWERS OF PERENNIALS

Circle Reader Service No. 209

## KLUPENGER'S NATIONWIDE Just Give Us A Jingle...

It's as simple as ringing a bell. Once you call KLUPENGER'S you receive not only the best values, the best selection, and the best quality available, you also receive a national sales staff that you can depend on to fill your smallest orders to your largest demands.

### Our Nursery Includes:

- Hardy Rhododendrons
- Grafted Japanese Maples
- Dwarf Conifers
- Exbury Azaleas
- Pieris
- Unusual flowering plants

KLUPENGER'S is a family owned business that has been growing quality nursery stock on 300+ acres in the heart of Oregon the Nursery State for over 40 years. Call us free for personalized service and nationwide shipping.



**KLUPENGER'S  
NURSERY AND  
GREENHOUSES  
INCORPORATED**



24075 Klupenger Rd. N.E. Aurora, Oregon 97002  
503/682-2717 ■ 1-800-237-0768 ■ FAX 1-503-678-1205



Circle Reader Service No. 210